

GEORGE KAPERE

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Career Objective

To attain to a challenging and inspiring sales position that complements and will develop my competencies, capabilities, experience, skills and knowledge

Personal Profile

I'm self-driven, result-oriented and a focused professional. A go getter, highly organized and analytic in applying professional knowledge and experience to effectively deliver on expected business tasks and sales objectives. I also have vast experience dealing and working partnerships with NGOs, CBOs, Govt and commercial business partners across Kenya and East Africa region.

Skills & Experience

- Sales & marketing experience gained and developed working with social enterprises, project startup and solution based entrepreneurial programs
- Development of mutual partnerships in agriculture technology within commercial supply chains
- I have firsthand knowledge and experience working with rural communities and walking with them the journey towards uplifting and transforming their lives
- Skills in business relationship management and delivery of quality customer experience.
- Excellent interpersonal, presentation and communications skills
- Strong computer skills for effective communication and reporting.
- Team player with strengths on product sales commercialization working with teams, ensuring revenue growth and return on investment
- I have strong skills in team motivation, inspiration, leadership skills and people management
- Business development through research and market intelligence
- Development and execution of innovative sales strategies for sales maximization
- Proven organizational skills - prioritizing tasks, multi-tasking and time management.

Keys for Success

- Integrity & Discipline
- Hard work & Enthusiasm
- Teamwork & Motivation
- Professional development & career growth
- Community development
- Communication
- Coaching & mentoring

Education and Training background

- Commercial Product Training, CNHI East Africa Region, Agri Technologies, Nov. 2019

- Commercial Product Training - CNHI, Product Support - May 2019
- Commercial Sales Training, CNHI - Dealership Management, July 2016
- Technical & Commercial Training - Product Promos/Demos & Market launch, May 2014
- Precision Land Management (PLM) – CNHI, - April 2014
- Commercial Training – Product Market Launch – CNHI, - May 2013
- Commercial Training – Field Demonstration – CNHI, - February 2012
- Performance Management Training - John Deere Corp. September 2007
- Leadership Management Skills for Effective Training (CET) - June 2007
- Silver Level Performance Driving Course (Defensive Driving & Anti-carjacking techniques), Glen Edmund Performance Driving School - May 2005
- Team Building Techniques Consultants for Effective Training (CET) June 2003
- Bachelor of Science in Automotive Technology (with minor in Business Management) University of Eastern Africa - Baraton
- St. Patricks' High School – Iten KCSE – Mean Grade C+
- Kibuye Mixed Primary School KCPE – Mean Grade B+

Professional Skills

- Community mobilization and Development
- Project Planning, Management and Partnerships
- Sales Team management and motivation
- Strong analytical and conceptualizing skills
- Proficient computer skills & Report writing
- Entrepreneurial skills and startups

WORK EXPERIENCE

Sichey Automotive (EA) Ltd

Agricultural Equipment dealer (*Case IH - Tsusho EA*) providing sales and after-sales service support, centered and leveraging on best customer experience and unmatched quality product delivery.

AgriTech Consultant - Sichey Automotive, August 2020 -To date

Job Purpose

- Provide sales consultative and advisory services to the sales team on best agritech solutions inline with on farm applications for varied agriculture equipment for land tillage & crop management implements
- Forecasting and developing annual sales quotas for sales teams; projecting expected sales volume and profit for existing and new products; analyzing trends and results; establishing pricing strategies; recommending selling prices; monitoring competition, stock order supply and demand
- Ensure customer satisfaction with products and best customer experience
- Drive community adoption of technology and innovative tools in agriculture applications and practices
- Promote farmers' access to resourceful technical information i.e. land prep, soil health, fertilizers and inputs financing interventions

- Achieve marketing and sales operational objectives by contributing marketing and sales data and recommendations to strategic plans and reviews
- Accomplish marketing and sales objectives by planning, developing, implementing and evaluating advertising, merchandising, and trade promotion programs; developing field sales action plans.
- Sustains rapport with key accounts customers by making periodic visits; exploring specific needs and anticipating new opportunities.
- Develop & update self and sales team job knowledge by participating in training opportunities; reading professional publications; maintaining professional networks and mentorship

CMC Motors Group Ltd

CMC Motors Group Ltd, one of the leading automotive sales and after sales service providers of motor vehicles, agricultural machinery and logistics solutions in the East African region.

Regional Sales Manager - New Holland Agric. Division, April 2017 - June 2020

Job Purpose

- Inspire sales teams within Kenya and business support to branch networks by ensuring adequate product knowledge is shared and availed to sales teams on all product lines
- Ensure that key account customers are well serviced through product development plans, after-sales support and asset financing options for corporate customer segment
- Qualify prospects/leads, facilitate and conduct key account product presentations, handle on farm trials & demonstrations, close sales and oversee delivery all aimed at achieving set targets and maximum traction from sales opportunities.
- Ensure after sales service teams offer effective support to customers' needs & expectations.
- Provide market intelligence information on sales & aftersales back to senior management on monthly product market trends, respective regional market dynamics, competition activities, key accounts plotting, business pipelines, proposed marketing/sales activations.
- Share and discuss with senior management on market activities with greatest impacts and areas of concern that need consideration to improve after-market support
- Develop vibrant and mutual business relations with key account customers within designated regions and collaborate with National Sales manager on constant basis.
- Regularly advise, support and guide the salesforce teams in steering and aligning sales functions appropriately for best sales impacts and unit volumes.
- Escalate any sales or administrative challenges to management for effective support and expedition

Main achievements:

- Opening and establishing profit yielding commercial sales accounts
- Providing business development and sales support to the National Sales Manager leading to fleet sales to haulage customers in Coast and Western regions
- Organizing and management of sales activations and after sales activities i.e. Customer conventions, product service clinics, trade Fairs and Agricultural Tech exhibitions
- Product Improvement Plans (PIP) to meet customer expectations and ensure validations of product standard cards and product improvement initiatives
- Enhanced market feedback leading to product range diversification to capture wider market segments.

Reporting lines:

- Self to Divisional Manager on sales functions and business operations
- To Group Sales Director on Commercial Business strategy

Sales Manager (Nairobi) – New Holland Agri Division, June 2014 – Mar 2017:

Summary of Roles & Responsibilities.

- Qualify and update daily and weekly accurate record system for all sales prospects through CRM
- Strengthen collaborations with asset financing partners to grow unit sales through the financing options
- Conduct qualitative market intelligence on competition and share with sales force teams in steering and aligning brand visibility & sales opportunities
- In liaison with sales & marketing teams, identify new business opportunities and execute sales and market activations to drive sales, revenue generation and market penetration.
- Drive sales teams to generate leads and follow up prospective buyers to turn them around into customers
- Organise with HR for routine salesforce skill set training for effective product knowledge and presentation
- Ensure sales teams provide clear and correct information to prospective customers for proper decision making on equipment applications
- Follow up to ensure customers get best experience in service and their queries and needs are adequately addressed
- Ensure that the agreed sales budgets are achieved or surpassed monthly
- Support sales teams in conducting presentations to Key account customers to influence buying and ensure the segments' market opportunities and potential are maximised.
- Sharpen sales teams' negotiation skills to effectively close potential deals and ensure high sales strike rates to maximize on daily/weekly sales volumes.

Main achievements:

- Created and activated new commercial accounts in Manufacturing, Horticulture, Airport freight, Construction sector and Relief agencies
- Designed new sales tracking systems for the salesforce team i.e capturing of new market trends, emerging opportunities and existing potential gaps.
- Providing business development and sales support to the National Sales Manager
- Organizing and management of sales promotions and after sales activities i.e. Trade fairs, Farmers' field days, equipment owners' conventions and Agriculture exhibitions
- Rationalizing and diversification of product line to capture diverse market segments.

Reporting lines:

- Self to National Sales Manager on sales operations
- To Divisional Manager on Commercial Product Support

Senior Sales Consultant (Nairobi) – New Holland Agri Division, June 2009 – April 2014:

Summary of Roles & Responsibilities.

- Qualify and update daily and weekly accurate record system for all sales prospects through CRM
- Strengthen collaborations with asset financing partners to grow unit sales through the financing options
- Conduct qualitative market intelligence on competition and share with sales force teams in steering and

aligning brand visibility & sales opportunities

- In liaison with sales & marketing teams, identify new business opportunities and execute sales and market activations to drive sales, revenue generation and market penetration.
- Drive sales teams to generate leads and follow up prospective buyers to turn them around into customers
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Main achievements:

- Opened new accounts and reactivated dormant account through negotiated repayment plans allowing for continued business
- Created export sales opportunities through NGOs and relief agencies
- Initiated pilot customer sales promotion campaign that brought together technical teams and end users
- Worked together with Credit section on old debts recovery program and key accounts activations

Reporting lines:

- Self to Sales Manager on sales operations
- To Divisional Manager on Commercial Product Support

KickStart International Inc

Sales Manager, July 2007 – April 2009:

KickStart is a private sector not-for-profit organization that develops, promotes and markets low cost technologies in Africa. The flagship technology "MoneyMaker" pump has contributed towards increased household incomes whilst creating wealth, health and environmental benefits. The organization is a 'triple-bottom-line' business that delivers strong social, environmental and financial outcomes.

Job Scope: Provide leadership and development within the sales department. Guarantee quality in sales services and technical support to end users. Communicate at all levels with private and public sector business partnerships and to understand their present and future needs. Foster good working relations internally with other departments and outward with our customers and suppliers by growing and maintaining first class customer service and experience throughout Kenya.

Personal attributes and specific competencies gained on the job:

- Capacity for looking at problems in a new and broader way
- Strong business communication skills & product presentations

- People management skills in leadership, motivation and collaboration
- Passion for entrepreneurial start-ups
- Ability to remain focused, calm and objective under pressure and make logical decisions
- Analytical approach, particularly when dealing with informative data and loads information
- Strong interpersonal and peoples' skills

Summary of Roles & Responsibilities:

- Inspire and support staff to give maximum performance through operational and technical solutions based on teams' work plans and in line with overall business strategy
- Work closely with management team in ensuring the sales program is in line with the company mission and business objectives
- Design, assess and implement comprehensive and integrated sales strategy for Kenya market for sales growth and market penetration
- Provide leadership in sales team management, motivation & developmental training.
- Ensure high levels of company image and brand visibility.
- Ensure brand profitability through revenue collections, product costing and pricing.
- Ensure salesforce are always well motivated and energised
- Design and formulate training components and manuals for the sales staff
- Put together competitive sales commissions and bonuses for the salesforce
- Coordinate and implement training programs on products and services to the salesforce and product stockists for quality customer experience.
- Ensure market research and keep an eye on emerging market competition and opportunities
- Strengthen the sales distribution network in the country to drive and grow product sales and services
- Define clear criteria and policy for recruiting profitable dealerships/stockists
- Establish and maintain good corporate relations and implement robust customer service management programs.
- Prepare a detailed national sales operations budget with clearly specified expense line items and expending timelines for management approval
- Prepare and present detailed monthly and quarterly sales reports to management team, while ensuring achievement of monthly national sales budget

Achievements:

- Organized successful staff trainings for middle level managers and onwards to their field teams of over 50 community workers indirecting and streamlining their focus towards achievement of KickStart's business objectives
- Designed staff performance and management tools to help monitor and evaluate staff competences and capacities in successful project implementation through community partnerships. This was incorporated as part of the organization's sales manual.
- Designed and Launch a successful national sales promotion campaign dubbed "**Imarisha Maisha**" after the 2007/8 PEV that rocked Kenya affecting mostly the poor & vulnerable
- Worked very closely with the Country Director and Finance dept on dealership rationalization and debt recovery program.
- Development and design of product warehousing within territories into market supply chain

Reporting lines:

Self to Country Director

2 Regional Sales Managers (directly) & 9 Territory Sales Managers (indirectly)

Regional Manager, West Kenya - Dec 2004 – June 2007:

Summary of Roles and Responsibilities:

- Provide regional leadership and sales management approach in driving sales outputs in the region
- Ensure delivery of quality customer experience, implementation of sales activations and feedback on market intelligence.
- Ensure territory sales leads deliver on their monthly set sales targets.
- Establish structure support that ensures and enhances market share growth with the territories.
- Develop regional sales forecast projections for adequate product distribution and sufficient sales stocks.
- Ensure all administrative and finance functions are adhered to and implemented according to and inline with company set rules and regulations
- Monitor and track sales activities and stock movements/liquidations all geared towards achievement of sales targets
- In liaison with finance dept - track sales retail accounts payments to ensure consistent sales revenue collections and avoidance of debts.
- Through Admin Dept ensure proper management and maintenance of all company resources within the region
- In consultations with senior management, identify and establish viable mutual business partnerships with like minded organisations within the region for greater community impacts
- Through HR dept, organize and coordinate implementation of resourceful sales and customer service training programs for sales teams and retail shop attendants.
- Enhance business growth, partnership programs and cost effectiveness in sales operations by reinforcing necessary measures, controls and competitiveness within the teams.
- Foster and ensure good quality business relationships with distributors and retailers.
- Keep a keen watch of emerging market opportunities & competition trends

Main Achievements:

My region was selected to pilot the implementation of “Njaa Marufuku Programme” which was fully funded by the Kenyan government as a revolving fund targeting a cluster of over 200 economically poor households in Bondo district. In Q1 of second year, a further 100 farmers had been absorbed as a result of the uptake of the revolving fund, which continued to have real impacts on the households and on intensive utilization of agricultural land. I directly managed the implementation of “Tipping point” project, an agro-based horticultural project within KickStart directly funded by Morgan foundation and Melinda Gates foundation in Uasin Gishu, Trans Nzoia and Webuye districts whose main objective was to uplift and turn around the socio-economic livelihoods of 1,200 households within a period of 3 years. This involved consistent and intensive sensitization, awareness creation and farmers’ training for proper project off-take. To date, the project has remained sustainable. Managed a team of 18 staff in implementing a pilot tripartite partnership project between KickStart, Pyrethrum Board of Kenya (PBK) and AC Johnson family foundation (makers of Raid insecticide, Kiwi shoe polish etc) within Nakuru, Nyandarua, larger Laikipia and Naivasha districts. The project targeted small-scale pyrethrum farmers by providing them with alternative IGA in irrigated horticulture following non-payments of deliveries to PBK. The object was to feel the gap for substitute income in-flow to the farmers who depended on

pyrethrum revenues. The project had a success rate of 75 percentile within the 1st eighteen months of implementation with very inspiring case studies.

Reporting lines:

Self to National Sales Manager

1 Finance and 1 Office administration assistant to self

4 Territory Sales Managers to self, 24 field Sales Representatives (indirectly)

Territory Sales Manager, North Rift - April 2002 – November 2004:

Summary of Roles and Responsibilities:

- Spearhead sales team motivation, sales teams activities and resource management geared to drive sales outputs in territory
- Grow product market share and brand visibility within the territory
- Forecast territorial sales projections inline with market potential, sales and revenue growth
- Implement processes for delivery of quality customer experience, effective sales market activations and proactive market intelligence.
- Ensure consistent qualitative business relationships with distributors and retailers.
- Keep a keen watch of emerging market opportunities & competition and share feedback
- Track, capture and report daily sales achievements & challenges and proposed solutions for appropriate actions
- Inspire and motivate salesforce teams to ensure that they attain monthly sales targets.
- Enhance business growth and cost effectiveness in sales operations by reinforcing necessary measures, controls and competitiveness within the salesforce.
- Track and monitor retail accounts payments to ensure consistent sales revenue collections and zero tolerance on debts.
- Organize, implement and coordinate resourceful sales training programs to the field salesforce and retail shop attendants.

Main Achievements:

Recruitment and development of distributors within the organisation supply chain. Took a lead role in ensuring that the process was well managed and executed.

My territory was nominated to implement 1st market test run for below-the-line marketing activities. As part of company rebranding and enhancing market visibility for our products - where we tested effectiveness of front shop branding, leaflets/fliers, branded T-shirts, sales coupons, branding of shop attendants, sales vehicles branding, market sales storms, roadshows and redeemable gift vouchers

Reporting lines:

Self to Regional Sales Manager

12 Field Sales Representatives to self

Appropriate Technologies for Enterprise Creation (ApproTEC):

Field Sales Representative (Nyanza, Western & North Rift) - May 1998 – Mar 2002

Summary of Roles and Responsibilities:

- Prospecting and recruitment of retail accounts

- Product merchandising and front shop product demonstration
- Monitor and ensure all customers have sufficient product stock levels to satisfy the market.
- Distribute product stocks to customers and collect payments as per supply service contract.
- Push product sales promotion and undertake market intelligence
- Report back to RM on the notable and emerging effects from advertising and marketing concepts in the region based on target customer feedback, resulting sales output and levels of product awareness.
- Attend and address any concerns or issues at the retail outlets relating to product and its use at the customer level.
- Support and supervise field based salesforce and ensure they achieve their sell-out targets consistently.
- Implementing designed sales strategies for rapid unit sales, product awareness and market penetration.
- Ensure effective and quality business relations are maintained with customers in delivery of our sales services

Main Achievements:

- I prospected and negotiated in opening the pioneer retail shops in Eldoret, Kitale, Bungoma, Kapsabet and Webuye that have grown to be flagship key account outlets for “Moneymaker” pumps, thereby bringing out thousands of households out of poverty in one way or the other.
- I ensured high product visibility and community awareness on small-scale horticulture hence the territory registered both the highest project to community impact nationally and best return on value for every shilling spent.

Reporting lines:

Self to Territory Sales Manager

24 member field salesforce to self

Reference:

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